

Sales Skills: Basic

Topic-Level Outline

Days: 1

Prerequisites: None

Unit 1: Sales fundamentals

Topic A: The sales process

Topic B: Elements of selling

Topic C: Understanding sales terms

Unit 2: Your professional self

Topic A: Developing your character

Topic B: Managing yourself

Unit 3: Handling clients

Topic A: Finding your clients

Topic B: Connecting with your clients

Topic C: Finding solutions

Unit 4: The sales presentation

Topic A: Anticipating objections

Topic B: Creating a sales presentation

Topic C: Responding to objections